

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant :	Avi Moskowitz et al.	Art Unit :	2179
Serial No. :	10/721,045	Examiner :	Eric A. Wiener
Filed :	November 21, 2003	Conf. No. :	5043
Title :	PERSONALIZED, CUSTOMIZED ACHIEVEMENT RECOGNITION ITEMS		

MAIL STOP AF

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

AMENDMENT IN REPLY TO ACTION OF AUGUST 16, 2007

Please amend the above-identified application as follows: